

EXHIBIT B — COST EXERCISE

This Cost Exercise is submitted for use with and in response to the following RFP:
Bay Area Regional Energy Network (BayREN) Water Upgrades \$ave — Program Operator
and reflects our best estimates as of this date, in accordance with the proposal.

NAME AND TITLE

DATE OF SUBMISSION

NAME OF COMPANY

Bidders must submit a Cost Exercise using, and only using, the stated assumptions and activities below. Bid may adjust assumptions in *Grey Italic Font* within the Pay for Performance tasks based on Bidder's professional judgement for how to achieve the number of completed projects targeted by Participant type. Bidders should complete this Cost Exercise by referencing the Tasks and Activities discussed below to the Task discussion the RFP. As appropriate, Bidders may propose a second alternate Cost Exercise with additional activities and deliverables Bidders believe will be of value to the program. Any additions should be added below the last existing activity for each Task. At least one blank row has been provided in the table below for this optional second Cost Exercise.

PROJECT ACTIVITY	ESTIMATED QUANTITY, YEAR 1	UNIT	RATE PER UNIT	TOTAL
<i>Lump Sum, Milestone, and Time & Materials Tasks</i>				
Task A — Program Operator Onboarding				
Identifying concerns/suggestions in Operator scope	1	Lump Sum		
Sample Project data submitted through the CRM	2	Round		
Contractor Agreements at each Partner Utility	4	Contractor Agreements		
Purchasing account at local distributor/retailers	4	Purchasing Accounts		
Miscellaneous Set Up (for all Tasks B-F including Pay for Performance activities)				
TASK A TOTAL:				\$ -
Task B — Marketing and Customer Service				
Participation in finalizing initial marketing plan/collateral/campaigns	100	Hours		
Ongoing consultation on marketing plan/collateral/campaigns	100	Hours		
Responding to Contractor Inquiries	20	Unique Inquiries		
Task B Subtotal:				\$ -
Task C — Program Contractors				
Certify Program Contractors and maintain records	10	Certified Contractors		
Contractor Training for Program	4	Training events		
Payment to Contractors	100	Hourly		
Task C Subtotal:				\$ -
Task D — Program-Provided CRM Platform				
Pricing assumed as part of Task A and regular operation of other tasks				

PROJECT ACTIVITY	ESTIMATED QUANTITY, YEAR 1	UNIT	RATE PER UNIT	TOTAL
Task F — Program Management, Data, Reporting & Ongoing Customer Support				
Twice-monthly program management meetings & follow up	24	Meetings		
Oversee 848 records of Customers and Participants	12	Months of Oversight		
Provide twice-monthly reports on Program activity	24	Reports		
Provide required CPUC data on a monthly, quarterly, and annual basis.	12, 4, and 1	Data Submissions		
Ongoing Participant and Customer support	100	Hours		
Task F Subtotal:				\$ -
TASK B-F TOTAL:				\$ -

Single Family Pay for Performance Tasks				
Task B — Marketing and Customer Service				
Record of Customer Intake (as necessary to reach 400 competed Single Family project)	1600	Unique Inquiries		
Optional Operator initiated lead generation		Leads converted to project		
Supporting Participant satisfaction survey	400	Single Family Participants		
Task E-1 — Pre-Project Qualification				
Pre-Project Customer Qualification	800	Single Family Customers		
Pre-Installation Approvals	800	Single Family Customers		
Pre-Installation Inspections	80	Single Family Customers		
Issued Agreements and follow up	800	Single Family Agreements		
Contractor Coordination for Customers recruited by Program Marketing	350	Single Family Participants		
Executed Agreements with Project Oversight	400	Single Family Projects		
Task E-2 — Post-Project QA/QC Inspection				
Post-installation on-site verifications	40	Single Family Participants		
Post-installation phone verifications	400	Single Family Participants		
Support to resolve discrepancies and disputes	10	Single Family Participants		
Close out of final Participant Agreement and Forms	400	Single Family Projects		
Single Family Pay for Performance Total:				\$ -
Per Project Estimate:				\$ -

PROJECT ACTIVITY	ESTIMATED QUANTITY, YEAR 1	UNIT	RATE PER UNIT	TOTAL
Multifamily Standard Pay for Performance Tasks				
Task B — Marketing and Customer Service				
Record of Customer Intake (as necessary to reach 6 competed Multifamily project)	32	Unique Inquiries		
Optional Operator initiated lead generation		Leads converted to project		
Supporting Participant satisfaction survey	4	Multifamily Participants		
Task E-1 — Pre-Project Qualification				
Pre-Project Customer Qualification + Site Visit Coordination with Contractor	16	Multifamily Customers		
Pre-Installation Approvals	16	Multifamily Customers		
Pre-Installation Inspections	2	Multifamily Customers		
Issued Agreements and follow up	16	Multifamily Agreements		
Contractor Coordination for Customers recruited by Program Marketing	4	Multifamily Participants		
Executed Agreements with Project Oversight	4	Multifamily Projects		
Task E-2 — Post-Project QA/QC Inspection				
Post-installation on-site verifications	1	Multifamily Participant		
Post-installation phone verifications	4	Multifamily Participants		
Support to resolve discrepancies and disputes	1	Multifamily Participants		
Close out of final Participant Agreement and Forms	4	Multifamily Projects		
Multifamily Standard Pay for Performance Total:				\$ -
Per Project Estimate:				\$ -

PROJECT ACTIVITY	ESTIMATED QUANTITY, YEAR 1	UNIT	RATE PER UNIT	TOTAL
Multifamily DIY Pay for Performance Tasks				
Task B — Marketing and Customer Service				
Record of Customer Intake (as necessary to reach 6 competed Multifamily project)	16	Unique Inquiries		
Optional Operator initiated lead generation		Leads converted to project		
Supporting Participant satisfaction survey	2	Multifamily Participants		
Task E-1 — Pre-Project Qualification				
Pre-Project Customer Qualification	8	Multifamily Customers		
Pre-Installation Approvals	8	Multifamily Customers		
Pre-Installation Inspections	8	Multifamily Customers		
Issued Agreements and follow up	8	Multifamily Agreements		
Contractor Coordination for Customers Operator engages via Program Marketing	0 (all DIY)	Multifamily DIY Participants		
Executed Agreements with Project Oversight	2	Multifamily DIY Projects		
Task E-2 — Post-Project QA/QC Inspection				
Post-installation on-site verifications	2	Multifamily DIY Participants		
Post-installation phone verifications	2	Multifamily DIY Participants		
Support to resolve discrepancies and disputes	1	Multifamily DIY Participants		
Close out of final Participant Agreement and Forms	2	Multifamily DIY Projects		
Multifamily DIY Pay for Performance Total:				\$ -
Per Project Estimate:				\$ -